

Abstract

A method and system for transmitting information based on social network is provided in the present invention, in order to solve the problem that information transmission within users of a social network may cost high resources. The method includes: calculating information transmission capacity of an obtained user identity according to user information corresponding to the obtained user identity; storing user identities of which transmission capacities are greater than a predetermined threshold into an initial seed user queue; and transmitting information to be sent to a client of which the user identity is stored in the initial seed user queue. Since information to be sent is targeted transmitted to users in a social network having relative high transmission capacities, the cost of information transmission within the users will be reduced.